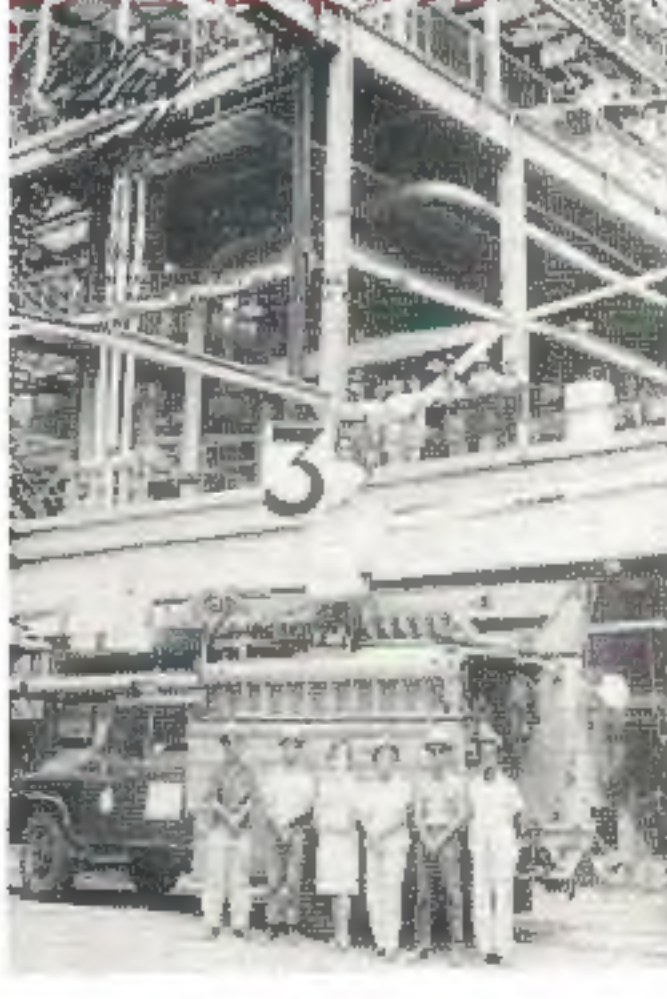


# Plain Talks

GULF STATES UTILITIES COMPANY

JANUARY, 1963

## GET READY TO SELL IN '63!







Vol. 41, No. 1

January, 1963

# Plain Talks

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## OUR COVER

MISS LORNA MONCRIEF, home service advisor at Orange, kicks off our Company's 1963 sales program with the big January 15-March 15 \$20 Gift Certificate Campaign on flameless electric clothes dryers and free-standing ranges. Lorna will be doing her part, along with our entire sales force across our service area, to help appliance dealers sell more flameless ranges and dryers during the dynamic promotions planned for this year. During the campaign customers on our lines will receive \$20 toward the purchase of the flameless range or dryer of their choice. The appliance dealer making the sale will submit the completed gift certificate for redemption at the nearest Company office and will be reimbursed through the division sales office. This campaign is only part of our Company's 1963 residential, commercial and industrial sales program. The details of this year's program will be presented by the Systems Sales Departments at the January departments heads meetings in Beaumont on January 28, in Baton Rouge on January 29, and in Lake Charles on January 31.



# FOR YOUR INFORMATION

## Philosophy Of an Industry

THE slogans which businesses and other organizations use to symbolize observances commonly change from year to year. But there's at least one exception.

It is National Electrical Week, which is scheduled annually during the week of Edison's birthday, February 10-16.

In 1962 the theme was Electricity Powers Progress. And in 1963 it will be precisely the same. As a spokesman puts it, this theme "conveys concisely the philosophy of the industry . . . We within the industry know that the production and consumption of electricity is an important yardstick of our nation's growth and economic strength. Electricity powers—and creates—new businesses, new products, new jobs, new services, and new ideas, from which come progress—progress as a nation and progress as individuals."

This is all very true, and it is to be hoped that the coming Week, like those of the past, will renew the message in the minds of millions of people. Another vital point needs stressing too. It is that the enormous electric development in this country has been an achievement of private enterprise—and has been financed, voluntarily, through the resources and earnings of the industry and the invested savings of individuals. Private enterprise, given the opportunity, will continue to provide us with all the power we can use and more, and will pay billions in taxes for that privilege.

This, in simple terms, is the compelling answer to the arguments of those who would socialize the industry, create a bureaucratic monopoly, and spend needless billions of public money in the process.

## Understandable Confusion about REA and Rural Co-ops

THERE seems to be a wide-spread and understandable confusion in the minds of many people concerning the differences between the Rural Electrification Administration and the REA co-operatives.

The first is a federal bureau. The individual co-operatives on the other hand, are privately owned, and it appears that they wish to stay that way, without government control.

At the same time these are private enterprises which under the law, enjoy important and expensive privileges which are denied private enterprise in other fields—including private enterprise in the electric business, with which the REA co-ops actively and increasingly compete.

The co-ops, for instance, are able to borrow money from the REA in Washington at a 2 per cent interest rate, established long ago, when government securities could be issued and sold at

or about that figure. In more recent times the government has been forced to issue bonds and notes paying in the neighborhood of 4 per cent in order to find buyers. Thus, the co-ops enjoy what amounts to an indirect taxpayer subsidy.

The co-ops, also, because of their method of operation, are legally free of some of the costs which the investor-owned, publicly-regulated electric utility companies must pay.

The REA co-ops are private enterprises—but a special kind of private enterprise which exists, in part, at the expense of the taxpayers of the nation as a whole.

So two jobs need to be done. Every effort must be made to spread knowledge and understanding of the economic facts of life, and to dispel the gross fallacies. And expediency must not be allowed to triumph over principle.

## Send More Money

AN ancient joke tells of the amateur poker player who fell in with a group of professionals, lost his shirt, and wired home: "It's a great game. Send more money."

The American taxpayer is now in the shoes of that helpless victim.

At the federal level, we hear much talk of income tax reduction—though how this can be accomplished, in the light of eight or ten billion dollar annual deficits without shrinking the dollar's buying power farther, is a question that would stump Socrates. That aside, other federal plans, now in the press-on-regardless stage, call for a myriad of changes in tax policy that would subject individual and corporate taxpayers alike to an almost endless series of expensive irritations, and bury us under a flood of tax forms.

At the state level, there is, for the most part, a mad search for more tax revenues for welfare services, for schools, for highways, for urban renewal (the current polite term for slum clearance), and for just about anything else anyone can dream up. Most barbarous of all is the scheme—now in effect in some states, and planned by others—whereby federal income taxes are not allowed as a credit against state income taxes. Thus, the taxpayer pays a tax upon a tax, on money which he never really had at all.

No man can foresee the end. But the way we're going, that "Send more money" wire will have to go unanswered. The well runs dry.

—JST

## New Company Signatures Being Tested

*During the next few months you will be seeing a lot of these two new signatures which will appear in our Company's advertising on a test basis throughout our system.*

*The new signatures were designed by the Advertising Department's artists to build a visual picture of our Company as a member of a progressive, modern and ever changing industry.*







Mr. Cargill

*To have assumed  
office January 1 . . .*

## President-Elect Ralph Cargill Dies in New Orleans While on Business Trip

**F**UNERAL services were conducted December 22 in St. Andrew's Presbyterian Church in Beaumont for Ralph E. Cargill, 62, newly-elected president of our Company (December, 1962, PLAIN TALKS).

Mr. Cargill died December 21 at the New Orleans International Airport from a heart seizure. He was enroute home with Mr. Morrison whom he was to have succeeded January 1. The two officers had attended business meetings in New Orleans and Baton Rouge with officials of the utility industry.

He had been associated with our Company since 1925. As vice president in charge of system power production he has supervised the numerous expansion projects during the past five years.

A native of Livermore Falls, Maine, Mr. Cargill was educated in electrical engineering at Lowell Institute. Before coming to Beaumont he worked for General Electric Company and later for New England Bell Telephone Company.

He served in several engineering and operating jobs in various parts of our system. In 1942 he was promoted to operating superintendent of the Beaumont Division, and in 1946 he was made system operations manager.

He assumed responsibility for system power production in 1955 and was elected a vice president that year. He had been a director of the Company since 1959.

Mr. Cargill was a member of St. Andrew's Presbyterian Church and a member of the Masons.

He was also a member of the Society of Professional Engineers, and the Rotary Club. Other Club memberships included the Town Club, Beaumont Club, Beaumont Country Club, and Knife and Fork Club. He was also a member of the Little Theater and of the Beaumont Chamber of Commerce.

Dr. H. Edwin Pickard, pastor of St. Andrew's Church, officiated at the final rites. Burial was in Forest Lawn Memorial Park.

Pallbearers were Mr. Nelson, Mr. Morrison, Emory Pintsch, P. G. Simon, R. W. Sherwood and J. B. Coltharp.

Surviving Mr. Cargill are his wife, Mrs. Grace Cargill; a son, David Cargill, both of Beaumont; a daughter, Mrs. E. F. Gordon of New Orleans; two brothers, Oscar Cargill of Montclair, N. J. and Arthur Cargill of Gorham, Maine; a sister, Miss Chancel Cargill of Gorham, and five grandchildren.



# WHO PROFITS FROM PROFITS?

## ANNOUNCEMENT

Profits are under heated discussion today. Since our Company must receive a profit to stay in business in order to provide jobs and benefits for its 2,800 plus employees and the money needed to meet its expansion needs, the editors of PLAIN TALKS believe our readers need a better under-

standing of PROFITS. This is the first in a series of five articles prepared by the National Association of Manufacturer which we know will answer many of the questions you have concerning the reasons our Company and all other businesses in the United States must earn a profit.



**PROFITS PROVIDE JOBS.** Well paid work in pleasant surroundings is provided by profitable enterprises. This is an assembly line at which

employees are engaged in making precision products. (General Electric photo)



# WHO PROFITS FROM PROFIT?

*(First of five articles)*

The profit someone else makes may put money in *your* pocket. The profit someone else fails to make could cost *you* your job. And if insufficient profit is earned in America, we may surely expect recession, unemployment and sluggish economic growth.

For the whole American economic system is dependent upon profit. Not one American fails to benefit from profits; yet profits are little understood by the general public.

It is important that they be understood, because profits today are under pressure from some influential politicians, from some labor leaders and from taxation within the country and competitive forces outside the country.

It is worthwhile, therefore, to look into the subject of profits and what they mean to our people and our national strength and progress.

## Profits and Jobs

The employee whose employer is earning a profit is secure in his job, if he is performing it properly. He is likely to receive increases in pay and benefits, to have a pleasant and hygienic place in which to work, and good tools for his job.

But obviously, the employee whose employer is not earning a profit cannot be sure how long his job will last. Any increase in wages or benefits granted by a company which is not earning money simply increase the company's losses, which must be borne by the owners, and are likely to lead to layoffs or even to the employer's going out of business.

There can be no job security in a company which is not earning a profit.

New jobs are necessary in great numbers today. Each year, the number of people who desire employment increases as the population increases. Jobs must also be available for persons who become unemployed when old industries retire from business as new industries arise.

New jobs in our economy are created when an investor or a group of investors decides that there is a prob-

ability that they can make a profit by starting a new business, or when an existing company decides that expansion may be profitable.

Obviously, more new businesses will be started and more old ones will decide to expand when profit levels are generally good than when they are unsatisfactory. When sufficient profits are being earned so that investors are confident, business grows and hires additional workers and unemployment does not become a problem.

For these new jobs to continue in being, the new enterprises must earn their profit, too, or they will be shut down.

To most people, the word "recession" means a time of unemployment. For many years, economists have observed that unemployment increases a short time after profits have declined. When profits begin to rise again, employment soon increases.

In recent years, unemployment has hovered between four and five per cent of the labor force in the United States. Millions of people who would like to work have been unable to find jobs.

It is no coincidence that these years of relatively high unemployment have also been years in which profits have failed to increase in total volume, although wages, salaries, the national income, and the volume of goods and services produced all have increased greatly. Businesses have been producing more for the American people, but their reward for producing has not increased.

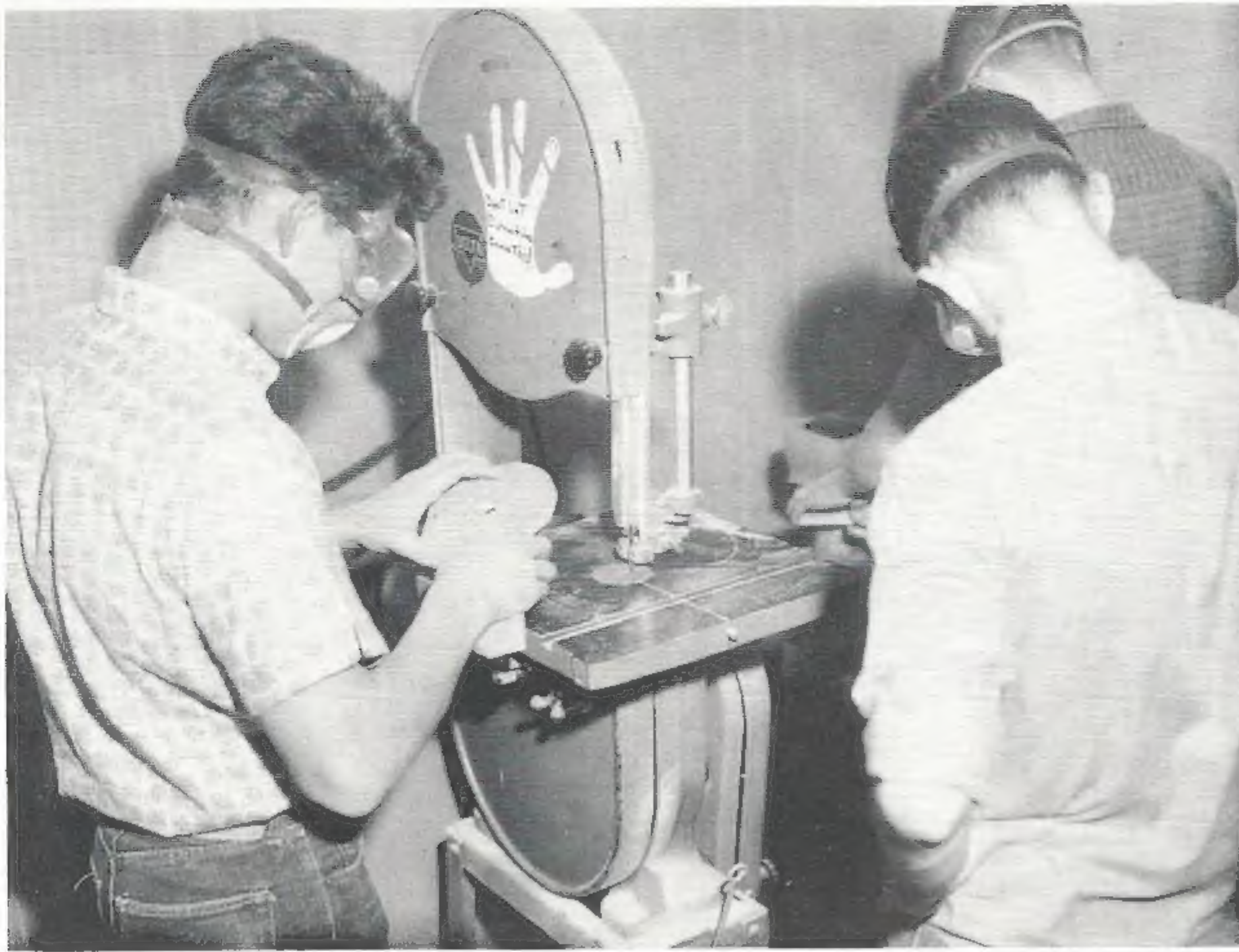
Unemployment cannot be greatly reduced by giving more people government jobs or by more government purchases of goods. All government jobs and purchases are paid for by taxes on profits, and on the incomes of persons engaged in profit-making business. There is no other source of government revenue.

What government spends is money taken from the incomes of people who otherwise would have spent or invested it themselves. It adds nothing to the nation's income.

More jobs, then, will have to come from private enterprise—which always has created vast numbers of new jobs whenever it was not denied the prospect of soundly profitable operation.

*(NEXT: Where Does Profit Come From?)*





**PRODUCTION LINE.** Members of the production department of KEJAC, the Baton Rouge Junior Achievement Company sponsored by our Company, turn out the principal product of the company, a piece of fir wood cut and shaped into a key holder which sells for \$1.50.

*For seventh year in Baton Rouge . . .*

## Free Enterprise Advanced By Sponsorship of JA Company

**K** EJAC, the seventh Junior Achievement Company sponsored by Gulf States in Baton Rouge in as many years, is well on its way in training

high school-age students in the free enterprise system.

As in the past years, our Company is providing an advisory group to work

with the program. This year's team of advisors is made up of Steve Street, Sales Dept., Henry Crouch, Electrical Engineering, and A. L. Brady, Louisiana Station. Mr. Street is serving as chief advisor, Mr. Crouch is sales advisor and Mr. Brady is production advisor.

During the course of the Junior Achievement year, which parallels the school term, participants meet one evening each week in the Junior Achievement Building on North Foster Drive.

The 21 achievers of KEJAC capitalized their company at \$156.50, by selling 313 shares of stock priced at fifty cents a share.

The principal product selected is a key rack, made from a piece of fir wood and using brass shoulder hooks to hold the keys. The wood is finished with a mahogany stain. KEJAC salesman sold 75 key hooks for \$1.50 each the week before Christmas, indicating the popularity of the item.

"Mr. Topper," a jar opener, was used earlier in the Junior Achievement year as a supplemental product. The achievers sold 144 "Mr. Toppers" at \$1.00 each.

Each officer and employee of KEJAC is paid a salary. By season's end, assuming sales have been good, the company will pay a dividend to each of its stockholders and then terminate the entire venture by liquidating all assets to return to each stockholder his original investment.

What do the youngsters get out of it? One of the most interesting and enlightening experiences of their young lives—a first-hand look at the economic process that distinguishes our nation from nearly all others in the world.



**PURCHASES JA STOCK.** R. O. Wheeler, manager, Baton Rouge Division, signs stock certificate for five shares of stock in KEJAC. The sale was made by Bob Swaim, right, president of KEJAC. At left is Steve Street, chief advisor of KEJAC.



**CHARTER PRESENTED.** J. W. Kirkland, right, operating superintendent, Baton Rouge Electrical T&D, presents the JA company with its charter during executive night ceremonies to KEJAC President Swaim.





Mr. Coltharp



Mr. Smith



Mr. Atkins

## J. B. Coltharp Named Engineering Manager; Six Engineers Advanced to New Positions

THE promotion of J. B. Coltharp, operations manager, Beaumont, to engineering manager to succeed R. W. Sherwood, newly elected vice president-engineering and production, and the promotions of six other engineers were announced last month.

Floyd R. Smith, operating superintendent, Beaumont Division, has been promoted to succeed Mr. Coltharp as operations manager. Succeeding Mr. Smith is James W. Atkins, Jr., formerly operating supervisor for Beaumont Division and George T. DeLaMatyr succeeded Mr. Smith. Mr. DeLaMatyr has been supervisor of relay and communications in System Engineering since 1955.

R. T. Kearney, application engineer, Beaumont, has been promoted to project engineer for the Beaumont Division and Gerhard W. Smith, formerly distribution planning engineer in Navasota, has been promoted to succeed Mr. Kearney. All of these promotions were effective January 1.

Paul A. Harrington, has been promoted to staff engineer in the Operations Department. He has been a project engineer in Beaumont since being transferred there from Lake Charles in 1958.

### Jim Coltharp

Mr. Coltharp has been with our Company for 35 years, beginning as an employee in the Lighting-Sales Department in Beaumont in 1927. He later was transferred to Distribution and subsequently became distribution superintendent.

In 1941 he moved to Baton Rouge as assistant division distribution superintendent and later that year was promoted to superintendent of electrical transmission and distribution. He returned to Beaumont in 1954 as operating superintendent for the Division.

A native of Corpus Christi area, Mr. Coltharp graduated in 1925 from the University of Texas with a BS in electrical engineering and has done graduate work with General Electric Company and at Harvard. He is a past chairman in the engineering and operations section of the Southeastern Electric Exchange and has been active in the transmission and distribution section of the Edison Electric Institute and the Southwestern Power Distribution Conference. Mr. Coltharp is a member of the First Baptist Church, YMCA and the Texas Society of Professional Engineers. He is married and has five children.

### Floyd Smith

Mr. Smith, a native of San Francisco, joined our Company in 1935 in Navasota. He was transferred to Beaumont in 1936 and worked in various engineering jobs until 1943 when he moved to Port Arthur. He was transferred back to Beaumont in 1949. The next year he went back to Port Arthur as operating supervisor and in 1954 was promoted to operating superintendent for the Port Arthur Division. He returned to Beaumont as operating superintendent in 1956.

Mr. Smith graduated with honors in electrical engineering from New Mexico State University in 1935. He is president of the West Beaumont Rotary Club, a deacon in St. Andrew's Presbyterian Church and a member of the American Institute of Electrical Engineers, Chamber of Commerce, YMBL and Pinewood Country Club.

He is married and has two daughters, Mrs. Donald Crain and Miss Virginia Smith, both of Beaumont.

### Jim Atkins

Mr. Atkins joined our Company in 1938 in Beaumont and progressed through various engineering jobs until 1952 when he was promoted and transferred to Navasota as engineering



supervisor. In 1954 he went to Port Arthur as operating supervisor and two years later came back to Beaumont as a project engineer. Mr. Atkins became staff engineer in System Operations in 1957 and assumed his present position in 1960.

A native of Savannah, Georgia, Mr. Atkins was graduated from Georgia Tech in 1938 with a BS in electrical engineering. Prior to coming to work with our Company he was with the Savannah Electric and Power Company. He served in the Army from 1941 to 1945.

He is a member of Bayou Din Golf Assn., Chamber of Commerce, YMBL and St. Anne's Catholic Church, is married and has four daughters, Betty, Pattie, Katherine and Nancy.

### George DeLaMatyr

Mr. DeLaMatyr started to work for our Company in 1933 in Baton Rouge. He first came to Beaumont in 1950 as an engineering specialist and in 1953 was promoted to office engineer in the executive department. Mr. DeLaMatyr assumed the position of relay engineer in System Engineering in 1955 and the next year was promoted to communications engineer.

Mr. DeLaMatyr's work with our Company was interrupted from 1941 to 1945 when he was serving in the Navy as a communications and electronic officer. He is now retired as a captain in the USNR and was a member of the officers school at the Beaumont Naval Reserve Center.

The native of Clearwater, California, is a 1933 graduate of electrical engineering from LSU, is married and has two sons, George, Jr., a senior at Lamar Tech, and Richard, a senior at Beaumont High School. He is a member

of the Chamber of Commerce and YMBL and is presently chairman of the Communications Committee of the Southwest Regional Group of the Inter-connected System, an organization of major inter-tied utilities. Mr. DeLaMatyr was formerly frequency coordinator and chairman of the Utilities Radio Coordination Association of Texas and Louisiana, a regional group of the National Committee for Utilities Radio.

### Ray Kearney

Mr. Kearney has been with our Company since 1952 when he was employed as an engineer in Beaumont. He was transferred to Lake Charles in 1954 where he remained until 1959 when he returned to Beaumont. Since that time he has held several positions in the Engineering Department.

A native of Mobile, Alabama, Mr. Kearney was graduated from Auburn with a BS in electrical engineering and is now a registered professional engineer in Texas and Louisiana. He is an Army veteran of the Korean War, a member of St. Anne's Catholic Church and is married and has four children, Julie, Kathy, Thad and Clare.

### Gehard Smith

Mr. Smith started to work for our Company in Beaumont as an engineer in 1951 but has been in Navasota since 1956. The Long Beach, California native is a graduate of Texas A&M with a BS in electrical engineering and is an Army veteran. He is married and has one child, Gerhard W. Jr.

In Navasota, he was a member of the Chamber of Commerce, director of the Lions Club, past officer in Navasota High School Quarterback Club and managed the Little League Pirates for three years. He is also a registered professional engineer.



Mr. DeLaMatyr

### Paul Harrington

Mr. Harrington, a native of Baton Rouge, has been with our Company since 1947 when he was employed in Lake Charles. He rose through various engineering positions to become division engineer in Lake Charles in 1956. He moved to Beaumont in 1958.

The new staff engineer attended the University of Southwestern Louisiana in Lafayette and Southern Methodist University, where he was graduated in 1946 with a BS in electrical engineering. Mr. Harrington is married and has five children, Michael, Jeanette, Kevin, Bridget and David.

He is a member of the Chamber of Commerce, YMBL, Knights of Columbus, American Institute of Electrical Engineers and is awards chairman of Cub Scout Pack 85.



Mr. Kearney



Mr. Smith



Mr. Harrington



## New Sales Superintendent, Commercial and Industrial Sales Supervisor Named

**P**ROMOTIONS were announced effective January 1 for two Lake Charles Division Sales Department personnel.

Edwards G. Hodges, formerly supervisor of industrial and commercial sales for Lake Charles Division, was named division sales superintendent and Neill

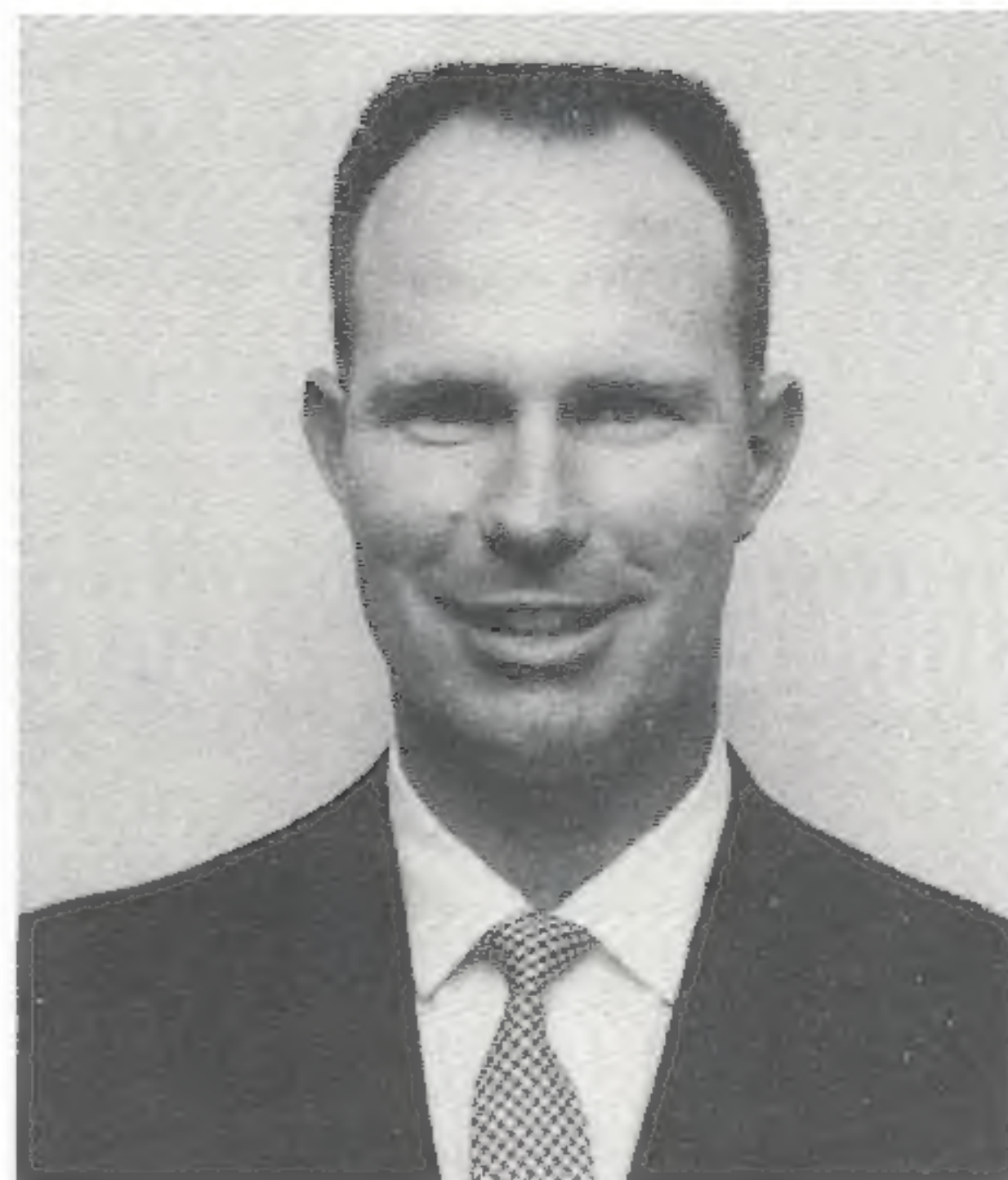
Carpenter, an industrial engineer, was promoted to supervisor of industrial and commercial sales. Mr. Hodges succeeds F. F. Johnson who was named vice-president and manager, Lake Charles Division, last month.

### Ed Hodges

Mr. Hodges joined our Company in Beaumont in 1949 as an industrial engineer, after receiving his bachelor of science degree in electrical engineering from Texas A&M. In 1951 he was recalled to the U.S. Army as a second lieutenant and saw service during the Korean War. He returned to Beaumont in 1953 as an industrial engineer and moved to Navasota in the same capacity in 1957, remaining there until 1959 when he transferred to Lake Charles and promoted to supervisor.

### Neill Carpenter

Mr. Carpenter has been with our Company since 1926 when he was employed as a student engineer in Lake Charles. He made supervisor of service in 1929. In 1930 he was transferred to Lafayette and promoted to supervisor of transmission. He remained



Mr. Hodges



Mr. Gilmore

### RESOLUTION

**A**T the regular meeting of Board of Directors of the West Calcasieu Association of Commerce on November 15, 1962 the following resolution was unanimously adopted:

WHEREAS, George Gilmore has given so generously of his time and effort to the Association of Commerce for many years, and

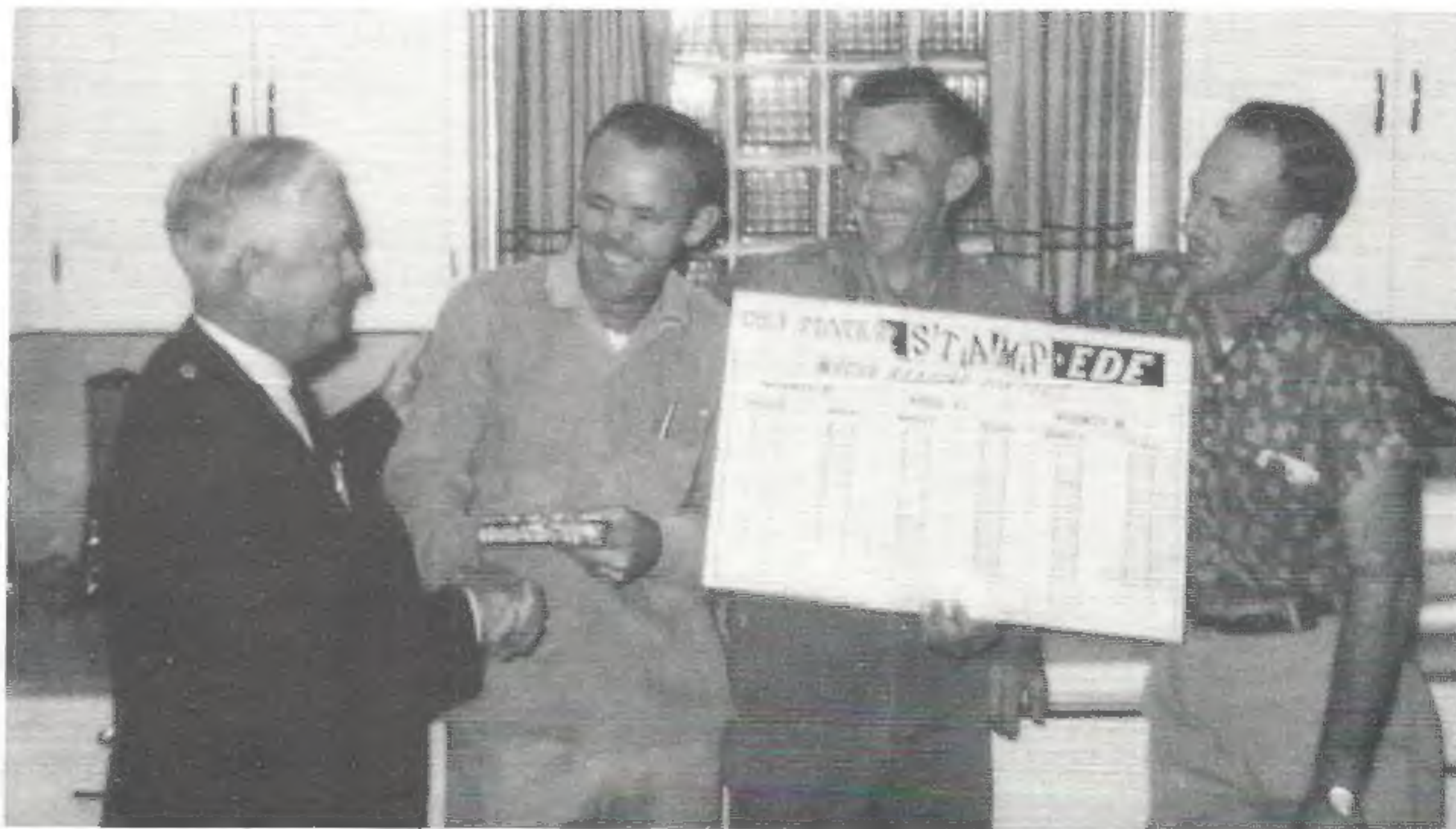
WHEREAS, George Gilmore has so expeditiously and efficiently handled the detailed arrangements for twelve of the thirteen annual banquets put on by the Association, now therefore,

BE IT RESOLVED, that the Board of Directors of the West Calcasieu Association of Commerce desires to express its gratitude and appreciation to George Gilmore for his outstanding service, and he is entitled to particular praise for the manner in which he has handled the banquet details.

Signed by order of the Board of Directors.

J. Leo McGouh  
President  
Ralph Eddins  
Manager

there until 1933 when he was moved back to Lake Charles as supervisor of Lake Charles District and in 1939 he became supervisor of electric distribution in Lake Charles. He joined the division's sales staff in 1942 as a power sales engineer. From 1942 to 1946 he served in the U.S. Army as a captain. Upon his return in 1946 he was made an engineer in the Lake Charles T&D. Later in the year he moved back to his previous job of power sales engineer. He has been an industrial engineer since 1949. A native of Texarkana, Texas, he holds a bachelor of science degree in electrical engineering from Texas A&M.



**CONGRATULATIONS ON A JOB WELL DONE.** B. J. McMaster, superintendent, Jennings District, congratulates Rodney Benoit for turning in the most prospects during the recent "Range and Dryer Stampede" to the residential salesmen in the Jennings District to whom ranges or dryers were sold. Rodney L. Ringuet was second place winner and Amos L. Fontenot turned in the third number of prospects. All three are meter readers who Mr. Brad said did a wonderful job of turning in the names.



## Keen Franklin To Retire February 1

**K** EEN FRANKLIN, district serviceman at Trinity, Texas, since 1953, will retire February 1 after more than 26 years as an employee of our Company.

Mr. Franklin, a native of Thorndale, Texas, began working in Navasota as a lineman in October, 1936. In 1937, he was made a serviceman and transferred to Calvert. He left our Company for military service in 1942 as a chief electrician in the U.S. Navy. He returned to Calvert from the Navy in 1945. He transferred to Trinity in 1953 and was promoted to district serviceman first class.

Mr. and Mrs. Franklin have no plans for their retirement but will continue to make their home in Trinity. Mr. Franklin says, "We'll wake up in a new world every morning."

The Franklins have two children, a daughter, Mrs. Robert K. Tyson, Houston, who has two children, and a son, Keen W. Franklin, Perth, Western Australia, who has four children.

Mr. Franklin retired in February, 1962, from the U.S. Naval Reserve as



Mr. Franklin

a chief warrant officer. He is a past steward of the First Methodist Church and a member of Masonic Lodge AF&M 553.

Mr. Franklin has long been active in Trinity civic affairs. He is co-founder and director of Trinity Boys' Club of America, president of Trinity Chamber of Commerce, assistant secretary of the Trinity Memorial Hospital Board, registrar of Draft Board No. 2 of Trinity County, director of Trinity Community Fair Association, director of Community Chest, intelligence coordinator for Civil Defense, chairman of Trinity County Republican Party.

In the past he has held a number of offices in many other Trinity County organizations. He is a past scout master, past president of Trinity Lions Club and past county chairman of the March of Dimes.

## THRIFT PLAN INVESTMENTS

**D**URING December the Trustee of the Employee Thrift Plan purchased with employee deductions and Company contributions through November 1,471 shares of Common stock at a total cost of \$53,863.63 or an average of \$36.61701563.

Also purchased were 55 shares of \$4.40 Preferred stock which cost a total of \$5,219.83 or \$94.906 per share. These costs included brokerage and commission fees.

The Trustee deposited \$26,115.34 with the savings department of The First Security National Bank in Beaumont during the same period.

## R. M. Knobloch Promoted, Transferred

**R.** M. KNOBLOCH, an accountant in General Accounting, Beaumont, was promoted to supervisor of credit and collections and transferred to Baton Rouge effective December 16.

Mr. Knobloch came to work for our Company in 1956 in the Beaumont Accounting Department following his graduation from Lamar Tech. He has held various accountant positions in Customer Accounts and General Accounting and has been a buyer in Purchasing.

A native of Beaumont, he is a graduate of Beaumont High School and was graduate from Lamar with a bachelor of science degree in history. At Lamar he was a member of the Cardinal track, basketball and baseball teams and was head cheerleader for two years.

He is married to the former Rosemary Hunter of Beaumont and has two daughters, Staci Michelle and Kathryn Patrice.

In 1957, Mr. Knobloch served as general chairman for our Company in the very successful fund-raising campaign of the Beaumont United Appeals. He was president of IEWU Local #1 for several years.



**RECEIVES CONGRATULATIONS.** R. M. Knobloch, formerly of the General Accounting in Beaumont, was presented this congratulatory cake when he was promoted to supervisor of credit and collections and transferred to Baton Rouge on December 16.



**GSU EMPLOYEE CHECK**—Holding a "check" made out to the United Givers Fund in the amount of \$10,825.99, and signed—GSU Employees, Baton Rouge Division, are from left, Campaign Co-chairman A. G. Gaudin, Gas Dept., and Chairman Bill Tholborn, Line Dept. The final results of the 1962 Drive show 91 per cent of the goal was reached. (Check drawn by George Simoneaux, Baton Rouge Gas Dept.)



# Allen Sides, Baton Rouge, Dies Following Long Illness

ALLEN L. SIDES, supervisor of credit and collections, Baton Rouge Division, died November 28 in Baton Rouge General Hospital. He was 55.

A native of Central, Louisiana, Mr. Sides had been an employee of our Company since 1933, when he started to work in Baton Rouge as a clerk. He passed through the various accounting classifications to become supervisor of credit and collections in 1942.

Funeral services were held November 20 in St. Anthony's Catholic Church with burial in Roselawn Memorial Park.

He is survived by his wife, the former Eva Bergeron, a son, Donald L. his father, Gillie L. Sides, all of Baton Rouge, two sisters, Mrs. D. D. McLehany, Houston; and Mrs. J. P. Dicharry, Baton Rouge.

Active pallbearers included Mickey Knobloch, Emory Blanchard, Reeves Garrison, Jimmy Stafford, Harney Edwards and A. J. Major, Jr. Honorary pallbearers were James D. Behrens, Percy Fore, L. V. Smith, William M. Goff, Joe P. Lane, Joe Jones and Lester Landry.



Mr. Sides



Mr. Smith

## Funeral Services Held for F. E. Smith

FUNERAL services for Frank Edward Smith, 72, a retired Beaumont employee, were held December 20. Mr. Smith died December 18 in a Beaumont hospital following a brief illness.

Mr. Smith had lived in Beaumont 34 years. He was native of Evergreen, Alabama, a World War I veteran, and was a Methodist. He retired from our Company in 1955. He had been employed in the Beaumont T&D since 1927.

Survivors included his wife, Mrs. Edna Smith; three sons, Joseph F. Smith, and Edwin B. Smith, employed

## In Woodville

### Five Finish PR Course

FIVE Woodville Gulf Staters completed a three-day course in public relations held November 26-28 in Woodville under the sponsorship of the chamber of commerce. A total of about 45 persons attended the course.

Frank J. Robinson, local superintendent, Karen Grimes, office clerk, E. S. "Jiggs" Wall, serviceman, and J. I. Pike and John Pittman, linemen, are the Gulf Staters who attended the course, held from 7 to 9:30 p.m. each day.

Nuel Childs of the Extension Division, University of Texas, was the instructor for the course. Each participant was given a card certifying that they had completed the course which counts towards either a Management or Sales Development Certificate.

## Beaumont Leads Fry Kettle Sales Campaign

A total load of 4,215 kilowatts, representing an estimated annual revenue of \$162,742 was reported by the Commercial Sales Department for the month of November. Electric resistance heating totaling 4,961.1 Kw had been sold through the eleven months; 7,476.8 Kw in commercial cooking had been sold through November.

The three month fry kettle campaign which ended in November resulted in the sale of 136 fry kettles, totaling 947.8 Kw. The campaign quota was 90 fry kettles.

The maximum number of fry kettles sold in any previous campaign was 125. O. K. Baxley, Jr. was the top system fry kettle salesman, selling 171.5 Kw. J. L. Clement was second high man, selling 122.5 Kw. G. B. Haines reported 97.6 Kw sold during the campaign, which made him third high man.

in Accounting, both of Beaumont; and Roy D. Smith, New York City; a daughter, Mrs. Stanley Kucera, of Beaumont, three sisters and two grandchildren.

Gossipy criticism is probably our most general and common fault. It is usually spoken thoughtlessly and without definite malice; but the law is impersonal, and is not regulated or moderated by moods or motives. "As ye sow, so shall ye reap." —Bill Grimm in **Weekly Unity**.





**RECEIVES SCHOLARSHIP.** Albert Nathan Jr., center, son of a deceased Gulf Stater, receives college scholarship check from E. E. Figari, Neches Station superintendent. Participating in the award is Alan W. Hastings, vice president and assistant to the chairman of the board, who is chairman of the Scholarship Selection Committee. Young Nathan is a graduate of Charlton-Pollard High School in Beaumont and is now working toward a degree in architectural engineering at Prairie View A&M. His father died in 1954 after more than 33 years with our Company, working in Port Arthur and then at Neches Station.

*Under Company's College Aid Program . . .*

## Scholarships Are Awarded To Five GSU Dependents

**T**HE awarding of five scholarships to the children of deceased employees under "The Gulf States Utilities Company College Scholarship Program" has been announced by Alan W. Hastings, vice president and assistant to the chairman of the board, who is chairman of the Scholarship Selection Committee.

Those receiving the awards are: Rodney H. Morrison, son of Hugh C. Morrison, an employee of our Company from 1924 to 1959, he was a substation foreman in Beaumont at the time of his death; Woodrow C. Carter, Jr., son of an employee killed in battle during World War II, Woodrow C. Carter, Sr., was an engineer's helper in the Beaumont T&D from 1941 to 1943; and Michael J. LeBlanc, son of Samson J. LeBlanc, a district representative in Lafayette, an employee from 1936 to 1941.

Other awards went to Keith Hansen, son of Herman E. "Humps" Hansen, assistant secretary, employed from 1927 to 1960, Keith is also the son of Gwen Hansen, home service advisor in Beaumont Division; and Albert J. Nathan, Jr., son of Albert J. Nathan, Sr., an employee who worked in Port Arthur and Neches Station for 33 years.

The Scholarship Program was set up by our board of directors in 1961 to help place a college education within

reach of dependent children of deceased or permanently and totally disabled employees of our Company.

Each scholarship consists of a sum of \$750 per academic year for a term of not more than four years, and shall be for expenses incurred in attendance at an accredited college or university where adequate instruction in the chosen field of study is available. The choice of field of study and selection of school will be made by the applicant.

The scholarship awards and continuation of awards previously granted are made and announced annually by the Scholarship Selection Committee giving consideration to the following factors: (1) seriousness of purpose; (2) aptitude and scholastic standing; (3) character and estimate of potential ability; (4) financial need; and (5) opinion of high school, prep school or university educators.

The \$750 scholarship is paid to the participant in two \$375 payments, one at the beginning of the fall semester and the other at the beginning of the spring semester.

Applications for scholarship awards should be made to the division manager of the area in which the applicant resides for forwarding to the Scholarship Selection Committee for its consideration.

## gulf staters in the news

**E. L. Robinson**, vice president and general sales manager, Beaumont, has been elected president of the Beaumont 1963 United Appeals board of trustees. During the past UA campaign he served as chairman of the industrial division in the group solicitations department. His division, composed of all industrial firms with ten or more employees, reached 100 per cent of its campaign quota.

**W. E. Dinkins**, superintendent, Conroe District, in his capacity as president of the Montgomery County Chamber of Commerce, was among the officials which helped open the new multi-lane Interstate Highway 45 west of Conroe. Mr. Dinkins, along with County Judge W. S. Weisinger and M. W. Everett, Jr. mayor of the City of Conroe yielded the scissors which cut the golden ribbon officially opening the freeway to traffic last month.

**R. S. Pace**, director of purchasing, Beaumont, has been elected chairman of the deacons of the First Baptist Church.

**Goree Matthews**, district superintendent, Calvert, recently made a hole in one on No. 17 hole, 147 yards par 3 on the Calvert Country Club.

**H. C. LeVois**, Navasota division manager, has recently been elected a director of the Navasota-Grimes County Chamber of Commerce to serve a three-year term.

**R. E. Lanier**, Huntsville district superintendent, is a newly-elected director of the Huntsville-Walker County Chamber of Commerce and will serve a three-year term.

### SYMPATHY TO:

**Philo East**, Lake Charles Substation, on the death of his mother, November 25.

**J. M. Geen**, chief draftsman, Electrical and Civil Engineering, Beaumont, on the death of his wife, Mrs. Thelma Geen.



# SERVICE AWARDS

FORTY YEARS



W. H. Brader  
Distribution  
Beaumont

TEN YEARS



Priscilla A. Dumas  
Treasury  
Beaumont



H. W. Blake  
Production  
Neches Station



T. A. Boudreaux  
Engineering  
Beaumont



J. F. Brumfield  
Sales  
Lake Charles



C. E. Dake  
Production  
Louisiana Station



G. E. Hayes  
Engineering  
Beaumont



C. V. Johnson  
Production  
Louisiana Station



D. B. Noble  
Production  
Louisiana Station

THIRTY YEARS



Albert Buller  
Distribution  
Lake Charles



F. L. Spitznagle  
Treasury  
Beaumont



H. A. Taylor  
Production  
Neches Station

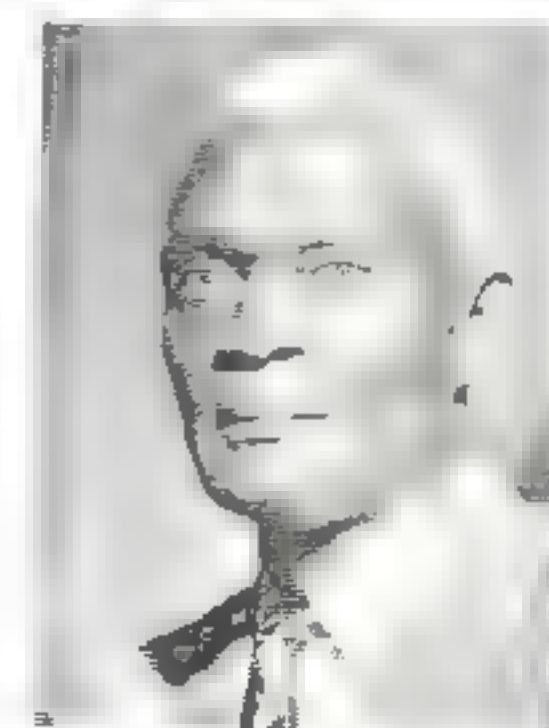


A. A. Townsend  
Distribution  
Beaumont



M. F. Vincent  
Production  
Louisiana Station

TWENTY YEARS



Robert Camp  
Distribution  
Port Arthur



Weldon Green  
Distribution  
Navasota



J. R. James  
Distribution  
Lake Charles



George Moore  
Production  
Louisiana Station



Nathaniel Stephens  
Distribution  
Beaumont



Jacob Wallace  
Distribution  
Beaumont



Welcome  
to  
GSU



**William M. Langston**, Beaumont, employed as a helper in the T&D-Line.  
**Grant T. Sutton**, Beaumont, employed as a shop and field tester in T&D.  
**Elizah Stevens**, Beaumont, employed as a common laborer in the T&D-Substation.  
**James A. Kinchen, Jr.**, Baton Rouge, employed as a helper in the T&D-Line.  
**Bonnie B. Hamilton**, Baton Rouge, employed as a departmental clerk in the T&D-Line.  
**Conrad P. Kennedy, Jr.**, Beaumont, employed as an engineering helper in Engineering.  
**William I. Bloodworth**, Beaumont, employed as a storeroom assistant, in the Treasury.  
**Mary H. Steele**, Beaumont, employed as a key punch operator in System Billing Records.  
**Bonnie L. McGrew**, Baton Rouge, employed as a clerk in Customers Accounting.



Familiar faces  
in  
new places



**William B. Reynolds**, Beaumont, transferred from General Accounting-Plant to Financial Accounting and Reports as an accountant, junior.  
**Donald A. Cowen**, Beaumont, transferred from Storeroom to Orange and promoted to storekeeper.  
**Paul A. LeJeune**, Baton Rouge, transferred from Port Allen to Baton Rouge as an apprentice-T&D.



Congratulations  
on  
your  
promotion

**Edward A. Dupree**, Beaumont, promoted to apprentice-T&D.  
**Charles L. Powell**, Beaumont, promoted to substation mechanic second class.  
**John C. Jones**, Beaumont, promoted to secondary power tester.  
**Joy M. Hughes**, Beaumont, promoted to key punch operator, senior, System Billing Records.  
**James Robinson**, Beaumont, promoted to laborer, Storeroom.  
**Delmar R. Sanders**, Liberty, promoted to apprentice-T&D.  
**Derrick D. Smith**, Lake Charles, promoted to turbine operator, Roy S. Nelson Station.  
**Donald L. LaRocco**, Lake Charles, promoted to turbine operator, Roy S. Nelson Station.  
**Louis D. Clarke**, Lake Charles, promoted to lineman first class.  
**Robert L. Stewart**, Lake Charles, promoted to serviceman first class.



Have a  
Cigar on:

**Mr. and Mrs. Louis Paul Hormel** on the birth of their daughter, **Kathleen Ann**, December 14. She was welcomed by her two brothers and sister. Mr. Hormel is a serviceman in Jennings.

**Mr. and Mrs. Albert J. Boudreaux** on the birth of their son, **Russell Fernand**, November 26. Mr. Boudreaux is a test technician at Riverside Station.

**Mr. and Mrs. Thomas E. Hebert** on the birth of their daughter, **Michelle Anne**, November 29. Mr. Hebert is a test technician at Riverside Station.

Salesmen  
of the  
Month

Named commercial sales representatives of the month for December were: **Brooks Bishop**, Beaumont; **Forest Elkins**, Port Arthur; **R. W. McGowan**, Lake Charles; **Charles Boring**, Navasota; and **Don Sullivan**, Baton Rouge.

At press time the names of the residential sales representatives of the month were not available.



*Now only a sweet  
memory, but for a  
few moments . . .*

## Santa Was Really Here



Line and Service Departments



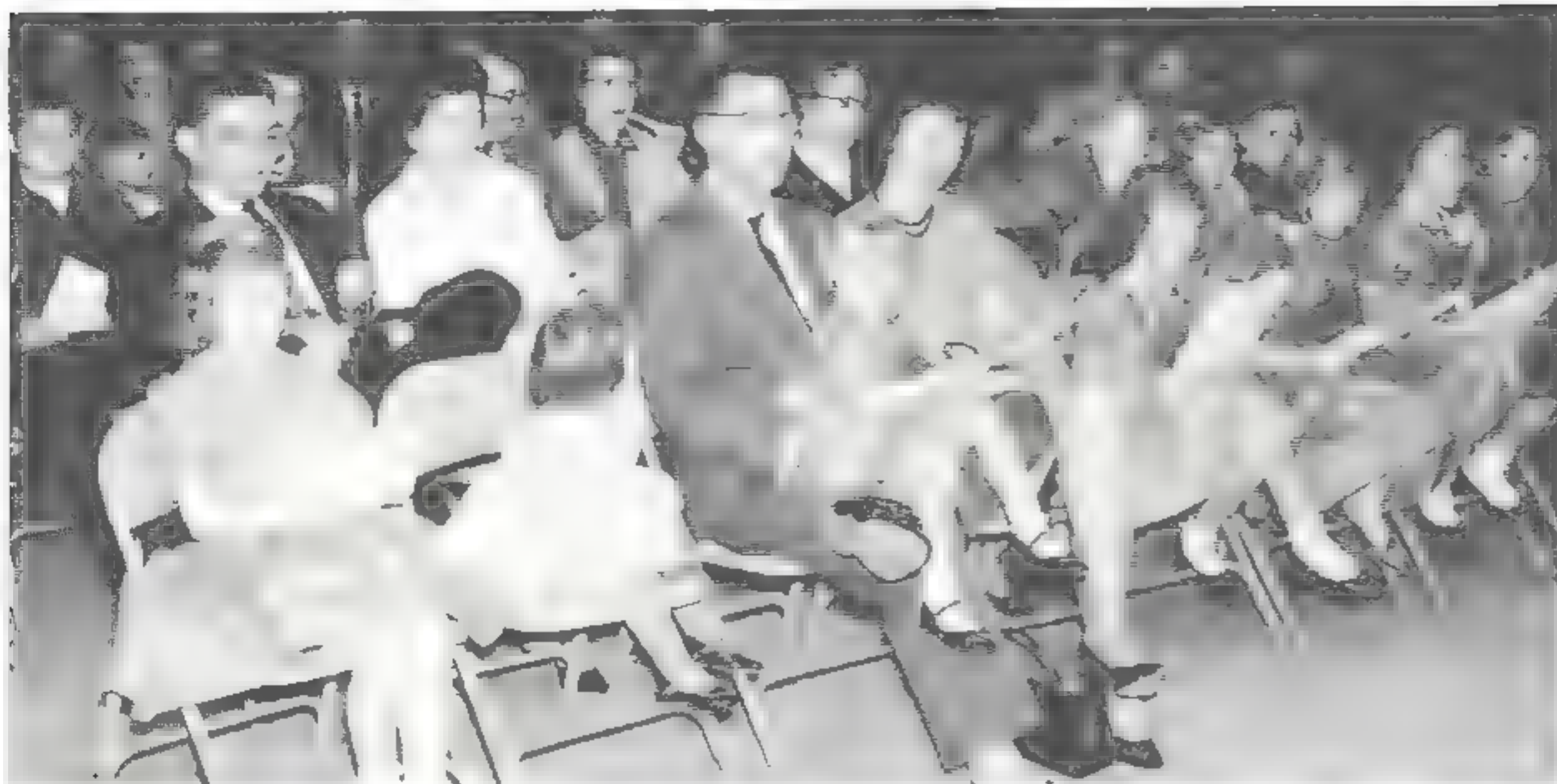
## Port Arthur Division

Accounting, Sales,  
Engineering, Meter,  
Appliance Repair,  
Substation, Garage,  
Building and  
Grounds Departments  
and Mid-County  
Office





# Navasota Division



Navasota



Madisonville



Calvert



Conroe



Cleveland

January, 1963

Huntsville





# Lake Charles Division



Engineering, Line and  
Storeroom Departments



Sales, Service, Accounting,  
Appliance Repair, Dispatching,  
Garage, Meter, Safety,  
Transformer Departments



Sulphur District,  
Roy S. Nelson Station and  
Riverside Station



Lafayette



Jennings



## Baton Rouge Division



## Beaumont Division



Liberty, Dayton, Anahuac

Woodville, Silsbee, Kountze



# Beaumont



Sales, Division Accounting



T&D-Line, Substation



Engineering



System Production, Neches Station



System Treasury





T&D-Service, Storeroom  
Appliance Repair, Meter  
Garage, Dispatching, Staff



Orange, Sabine Station



Beaumont District



Orange District



Lake Charles District

January, 1963



Port Arthur Division





**Baton Rouge Division**



**Lafayette District**



**Jennings**

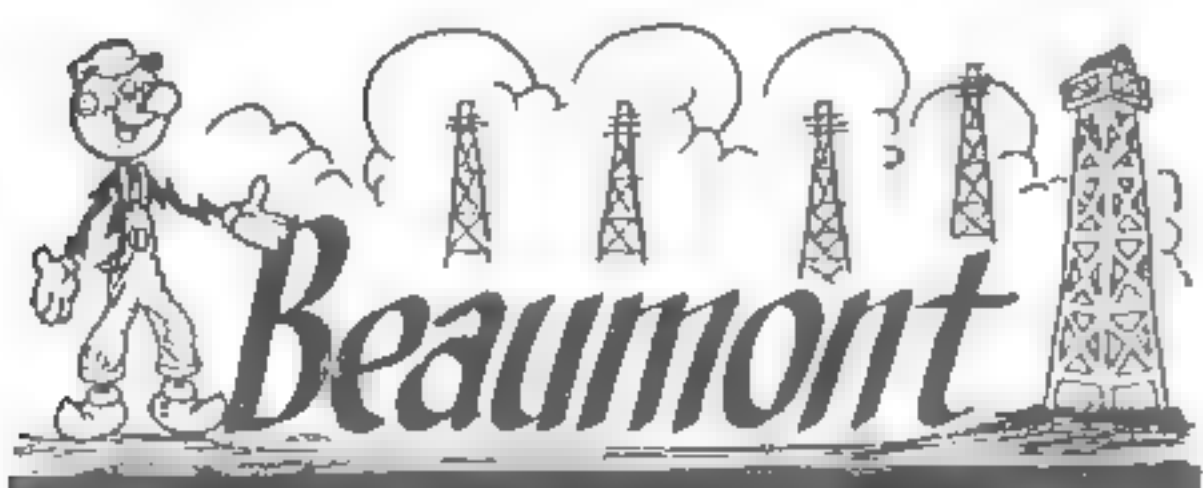


**Navasota Division**

*. . . don't worry  
kids, we have  
it on good  
authority that  
he'll be back  
next Christmas*



# over the COFFEE CUP



**STARTING** November 25, Mr. and Mrs. Bob Haynes enjoyed a vacation full of variety. Several days were spent at Camp Wood enjoying the scenery. Hunting was on the agenda at the J. C. Wilke Ranch located near Montell. Naomi shot a seven point buck and Bob bagged a four pointer and a javelina. They then visited with Bob's sister, Mrs. J. W. Reed, in Austin. Bob is at Neches Station and Naomi is in the Production Department.

Mr. and Mrs. Barry Newton and sons, Jimmy and Charles, of New Jersey, are visiting Flo Wenzell and her family. Mrs. Newton is Flo's sister.

The welcome mat is extended to Floyd Smith and Paul Harrington, who are moving to the 18th floor and the Operations Department. Another newcomer, Mrs. Dorothy Gaus, has joined the Records Department. Glad to have you aboard.

A fond farewell was given Ida Eastham as she left on December 21 to join her husband, Don, in Waverly, Tennessee. He is employed by DuPont. Ida was a member of the Records Department.

On December 16 at 3:00 P.M., Martha Dougharty became the bride of James Sparks in the Assumption Catholic Church. They traveled to New Orleans on their honeymoon.

Mary Wiltshire, Records, spent the Christmas week-end with her parents in Aransas Pass.

Avon Ogden, Nell Williams, and Peggie Stout honored Mrs. Lynda Frank, a former member of the Records Department, with a baby shower. The party was given at Peggie's home, December 6.

On December 13, the Chateaubriand Room of the Holiday Inn was the backdrop for the Christmas Dinner held by the girls for the girls of the Records Department. Steak and a good time were had by all.

—By Peggie Stout

**MARGARET LANDRY** and Ivison Read were married December 8 in St. Pius Catholic Church, and will reside in Beaumont. Best Wishes are extended to the newlyweds.

Thanksgiving vacations were enjoyed by Madeline Hymel and Glenda Milner. Madeline went to Houston and Louisiana, while Glenda and her son, Stanley, enjoyed a trip to Mississippi. Enroute, to Mississippi, they visited the Baton Rouge GSU Office and were shown the entire building and met the personnel there.

Sally Dowden spent a week's vacation in San Antonio and on their farm in Many, Louisiana.

LaVerne Sassin and family traveled to Sweeney and West Columbia, Texas for a Christmas vacation. Lorene Turner spent Christmas with relatives in Fort Worth.

The highlight during 1962 for this reporter, was the winning of the "Hog Calling" Contest held by son Stanley's Cub Scout Troup No. 15.

Bernice Eaves fixed Christmas dinner for her family of 27. Out-of-towners were her daughter Pat and her family from Richardson.

The Billings Department had a covered dish luncheon and exchanged gifts December 20. The dinner was delicious and everyone was delighted with their gift.

Jeanette Roe entertained her family from Lake Charles in her new home in Nederland while on vacation between Christmas and New Year's.

—By Glenda Milner

**BILL** and Charlene Craigen took a vacation to Monterrey, Mexico. They enjoyed the trip and found the many scenic places in Monterrey to be very pretty.

Mr. and Mrs. L. V. Dugas entertained the members of the System Industrial and Commercial Sales with an enjoyable Christmas dinner party.

The L. J. Bodemann family took advantage of the extra day at Christmas and went to Aransas Pass where they enjoyed Christmas and the holidays with his family.

Mr. Dugas was honored by birthday party on December 21. Members of his department served coffee and cake to friends who dropped by.

—By Charlene Craigen



**A COOL SATURDAY MORNING CATCH** of 20 black bass was the reward of Herschel Mathews, supervisor of advertising production, and Jim Turner, supervisor of advertising, who visited the Harris Reservoir near Freeport last month. Both Beaumonters prefer winter casting for the finny fellows.



**WAITING FOR SANTA.** Anxiously awaiting the day when the gifts under the tree were opened are Judy Tucker, Frances Heffner, Joyce Rachal and Sue Smith, Louisiana Station.



**IN NEW HOME.** Barbara Snell, local office clerk, Cleveland, her husband, Louis, and sons, Danny, 8, and Brad, 5, enjoyed their first Christmas in their all-electric home this year.

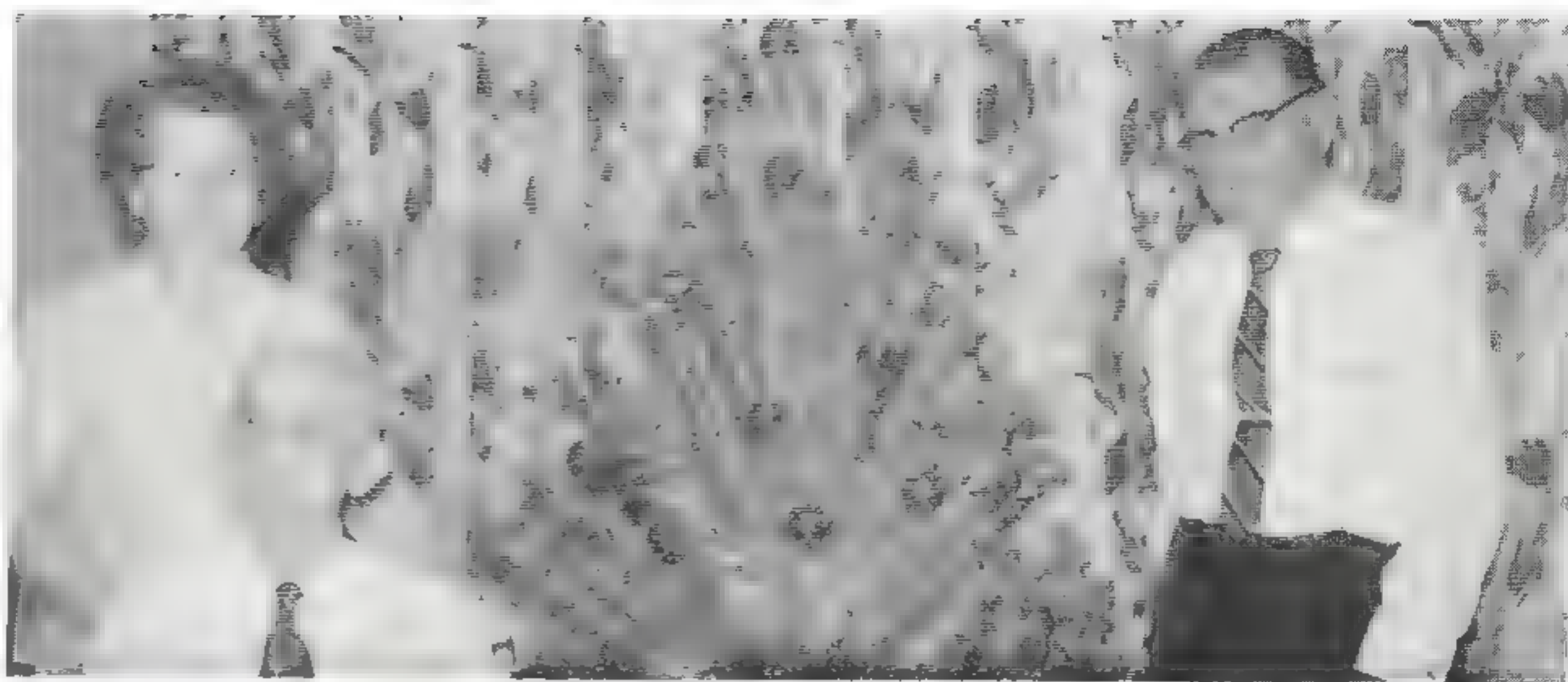




**VERRET GRANDCHILDREN.** Mark, Denise and Suzanne are the grandchildren of A. J. Verret, retired Lake Charles employee. They are the children of Mr. and Mrs. Eugene A. Verret of Lake Charles.



**RECENT BRIDE.** Sandra Faye Guillory, clerk in Orange Engineering, became the bride of J. B. Vayon in St. Mary's Catholic Church on November 17.



**THE NICEST CHRISTMAS.** Mr. and Mrs. M. J. Cunningham, he's appliance repair foreman in Baton Rouge Electric Service, enjoyed Christmas with Mr. Cunningham's uncle, Louis Chauvin, who has been making his home with them for the past several months. Mr. Chauvin is a retired sugar chemist and for 60 years worked in Cuba and Central America. Mr. Cunningham says that this was one of the nicest Christmas he and "Ned" have had.

## DAYTON

**CURTIS LUSK**, Dayton superintendent who retired on January 1 was honored with a dinner party on December 11 at Frank's Cafe in Dayton. Special guests present were Mrs. Curtis Lusk, sons, Tommy Joe, Jimmy Carroll and wife, Beverly, of Beaumont; Mr. and Mrs. Aubrey Sprawls, Beaumont; Mr. and Mrs. A. B. Wilson, Beaumont; Mr. and Mrs. Roy Hudspeth, Cleveland; Mr. and Mrs. C. R. Brinkley, Liberty. Several gifts and best wishes were presented to Mr. Lusk and everyone enjoyed the evening.

—By Mary Hudspeth

## MADISONVILLE

**A** Christmas party was held December 14 in the Local Office in Madisonville for employees and their families.

Gifts were distributed by Santa to Misses **Jacque** and **Jennifer Junot**, **Diana** and **Julie Foster** and **Andy Whitmire**.

Attending the party were **Mr. and Mrs. W. P. Carroll**, **Mr. and Mrs. Earl Parker**, **Mr. and Mrs. John Lee Barrett**, **Mr. and Mrs. Dalton Whitmire**, **Mr. and Mrs. Robert Junot**, **Mr. and Mrs. Virgil Foster** and **Miss Jean Haston**.

The employees and their wives had also drawn names and they exchanged their gifts at the party. A number of the adults remained to play forty-two after the refreshments were served.

**Capt. and Mrs. R. P. "Pat" Carroll** and children, **Bobby**, **Dianne**, **Julie** and **Phillip**, of Tucson, Arizona, spent Christmas with his parents, Local Superintendent and Mrs. Carroll.

—By Betty Lynch



**HUNTER'S LUCK.** Ray Smith, meter reader, Calvert, shows off a four point buck he killed during the 1962 deer season.



**WHERE'S SANTA?** Cindy and Steve, children of Ray Smith, meter reader, Calvert, check the tree before going to bed Christmas night.





**FREDA DIANNE HOYT**, a member of Baton Rouge's Gas Department, was married to William Jefferson Hargrove, December 22. It was a double ring ceremony at the Istrouma Methodist Church. We all want to congratulate the Hargroves and wish them success.

—By Cecile Conners

**EVERYONE** enjoyed helping wrap Christmas presents for the Short Circuit Club's Christmas Party. The wrapping was done by Nancy Clark, Kathleen Henson, Freda Hoyt, Lois Milazzo, Margie Force, Joan Miller, Shirley Lilly, Nancy Bowman, Frances Heffner, Mrs. R. E. Deaton, Mrs. Valdemar Westh, Mrs. S. A. McKenzie and her mother, Mrs. Lydia Blanner, and Mrs. J. D. Conlee. Also helping were Hubert Desselles, J. D. Conlee and Bill Tholborn.

**MR. AND MRS. R. H. LAWTON** spent some of their vacation visiting Mrs. Lawton's sister, Mrs. C. A. Quarrier, of Camden, Alabama, and her brother's family, Mr. and Mrs. H. Williams of Sipsey, Alabama. While in the area, Mr. Lawton got a "windshield" view of Alabama's new hydro plant on the Blackwater River. It's a 161,000 Kw. pushbutton station. Quite a sight to see, he said.

One of the hardest jobs Mr. Lawton had while in Alabama was pushing away from the table when the fresh, homemade pork pan sausage, with two-story biscuits and grits were served. As he puts it, that was "turr-ible." He also brought back two jugs of Alabama molasses which can't be bought in Baton Rouge. The last week of his vacation was spent doing "Honey-

Do" jobs; you know, "Honey Do This and Honey Do That."

**Mr. and Mrs. George Bunch** spent a very enjoyable week in Lake Charles visiting their son, **Fred**, and his family.

**Mr. and Mrs. A. P. Lusk** spent a few days fishing at False River, where they reported a catch of several dozen sac-a-lait.

**A. R. Roussel** spent most of his vacation working. He painted the inside of his house and cleared some land. Mr. and Mrs. Roussel traveled to Jackson, Mississippi, for the LSU-Mississippi State game and to New Orleans for the LSU-Tulane game.

—By Frances Heffner

## Short Circuit Club Elects New Officers

**EMPLOYEES** of the Baton Rouge Division have elected new officers for the Short Circuit Club for the coming year. Elected were: H. J. Desselles, president; Bill Tholborn, vice president; J. D. Conlee, secretary-treasurer. Elected to the board of directors were: C. A. Oubre, Louisiana Station; Lois Milazzo, Main Office, Bill Tholborn, T&D; T. B. Chaney, Gas and Garage; Earnest Cifero, Willow Glen Station.

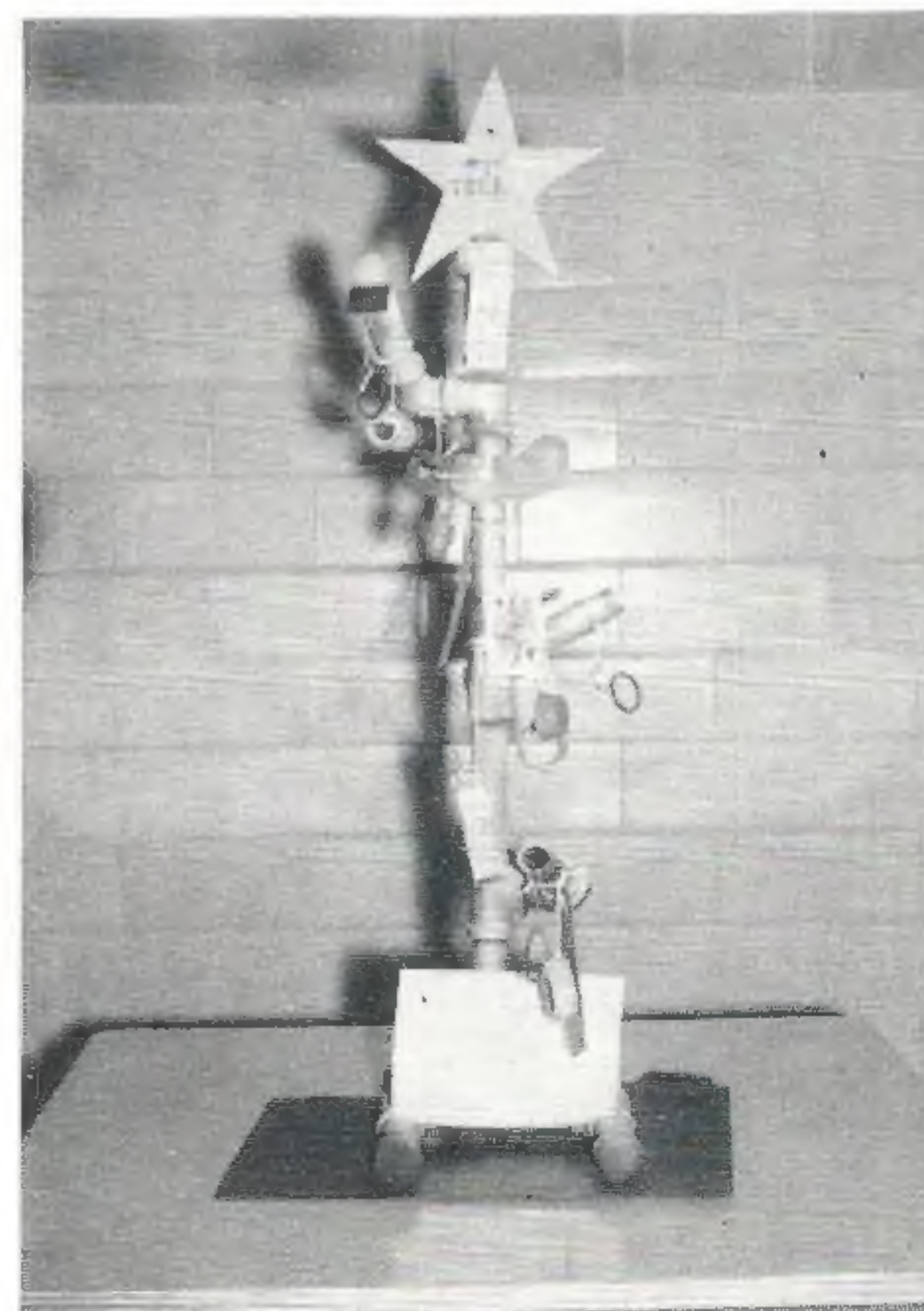
The club officers have announced tentative plans for the club's activities for the year. A membership drive will get under way soon. The member signing the most new members will receive season tickets to the LSU football games. A masquerade dance will be held in February. Also there will be a fall dance and a Christmas dance. The annual picnic will be during the summer when the orphans of Baton Rouge will be guests for the day. Other activities will be planned at a later date.



**HUNTING TROPHY.** Sally Ann, daughter of Harvey R. Johnson, general line foreman, Jennings, displays the 45 pound bobcat killed by her father while hunting for deer on the Calcasieu River during a recent vacation. Harvey plans to have the cat mounted for a trophy.



**BACK FROM THE HUNT.** C. R. Jones, Jr. and David L. Bourgeois, Baton Rouge T&D Engineering, killed this eight point buck while hunting on McGregor Isle near Greensburg, La.



**OUR TREE.** This ingenious collapsible Christmas tree was designed and constructed by the Gas Department personnel in Baton Rouge. Vick Pizzuto made the photo for PLAIN TALKS.



**JUST A 'BIT' OF CHRISTMAS SPIRIT.** Decking the halls of the Lake Charles Service Center before the holiday season were Jo Ann Bohannon and Zilda Vincent, department clerks, Engineering, Tyrelle Hill, Safety-Claims, and Wanda Bradford, Engineering-Steno.



## Reported Story Of the Year

ONE of the girls at Louisiana Station left a sealed bag of pork skins in the left middle desk drawer overnight. When she returned the next morning and opened the drawer, she found the bag had been gnawed open and part of a pork skin had been eaten. Upon further examination, she realized that a package of Roloids was missing. Panic stricken she looked into the top left hand drawer only to find that the Roloids were all eaten, but the intruder left the wrapper—in shreds. The only conclusion that can be drawn from such activity by a mouse is that the pork skins gave him an excess of gastric acidity and he had to have a Rolaid for quick relief.

—By Frances Heffner



Keen Franklin, district service man of Trinity, and his wife are shown with presents given them at a retirement party in Huntsville, Dec. 1. At right is Bob Lanier, district superintendent. The gifts—a piece of luggage and a silver tray, were presented by Dick Haddox, general line foreman of Navasota. Franklin, who officially retires February 1, will have served Gulf States 26 years. Noted for his civic activities, he was largely responsible for Trinity's having a Boys Club of America. He was born in Thorndale and he and Mrs. Franklin have two children, Keen Wesley Franklin of Perth, Australia, and Mrs. R. K. Tyson of Houston. Mr. Franklin intends to "do strictly nothing," when he retires.

—Photo by C. C. Springfield



LENDING A HELPING HAND. Guy Setton, serviceman, Sulphur, lent a hand and his ladder to help decorate the Community Christmas tree in the Westpoint Shopping Center.





## DANGER

Sometimes a danger is hard to recognize even though a warning lamp is lighted.

The loss of freedom is one such danger. And the steady growth of government-in-business is one such danger signal.

In the last 30 years the federal government

has come to own many thousands of businesses, from cement mixing plants to ice cream factories. In the field of electricity alone it now has an investment of 5½ billion dollars in power plants and lines. And advocates of government-in-business press constantly for more.

When government owns business it has in its hands both political *and* economic powers—the means of controlling goods and jobs. In such a state it can become difficult indeed for individuals to keep their basic freedoms.

Is this a risk you want to take?

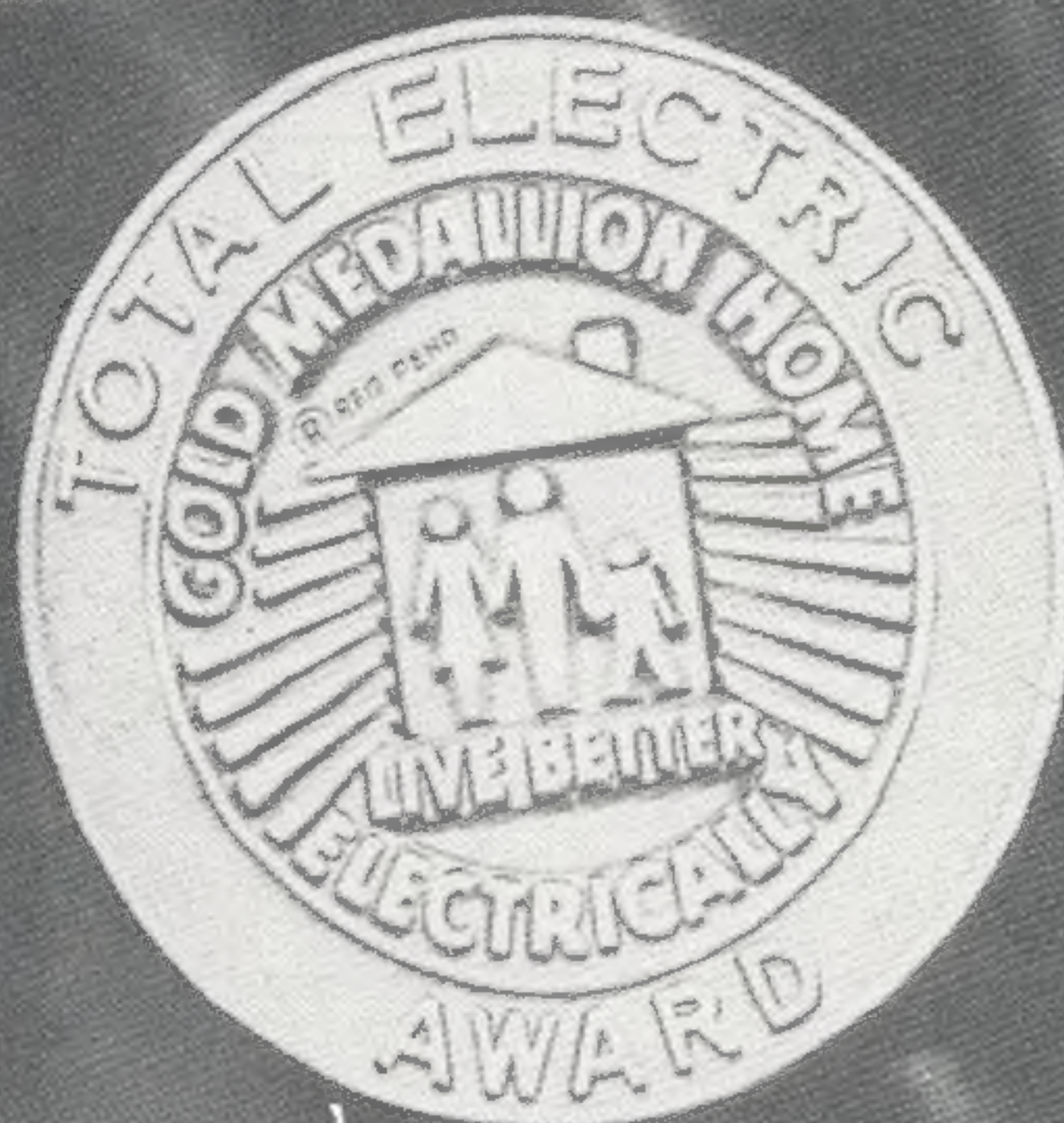


ADVERTISED IN

**LIFE**

**LIVE BETTER ELECTRICALLY  
ANNOUNCES A GIANT NEW  
INDUSTRY-WIDE PROMOTION  
COMMENCING SPRING 1963!**

**The Joy of  
Total Electric Living**



A GUIDE ESPECIALLY PREPARED FOR READERS OF LIFE BY  
THE EDISON ELECTRIC INSTITUTE

**SPECIAL 12-PAGE  
DETACHABLE INSERT  
FILLED WITH  
INFORMATION ON:**

- \* TOTAL ELECTRIC LIVING
- \* THE GOLD MEDALLION HOME
- \* ELECTRIC HOME HEATING
- \* HOME AIR CONDITIONING
- \* ELECTRIC APPLIANCES
- \* FULL HOUSEPOWER WIRING
- \* LIGHT FOR LIVING
- \* MODERNIZING WITH  
FLAMELESS ELECTRICITY

**THIS FULL-COLOR  
TEAR-OUT INSERT  
WILL APPEAR IN LIFE,  
APRIL 5, 1963**

**T**HE 1963 Live Better Electrically Plan Book announced a 12-page detachable insert scheduled for the April 5, 1963 issue of Life Magazine. This dynamic advertisement is designed to create among Life's 30 million readers an awareness of and a desire for "The Joy of Total Electric Living," which is the title of the booklet.

Major emphasis will be devoted to electric heating and all of its many benefits. Air conditioning, appliances, lighting, and housepower, all of the flameless electric services that make living better electrically a real joy, will be featured. The booklet will be inserted in the center spread of the magazine.